

## JANUARY TRENDS



JAN 14TH • 273.1K+ REACH



PHOTO BY CAPTURING HORIZONS

JAN 28TH • 134.2K+ REACH



JAN 10TH • 97.8K+ REACH



Ocean  
City<sub>MD</sub>



# TOURISM REPORT

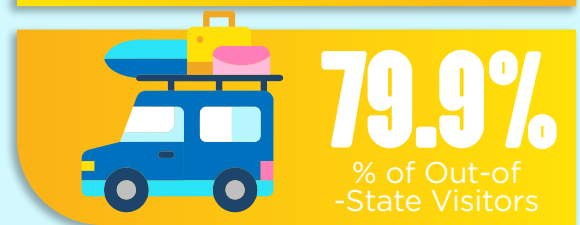
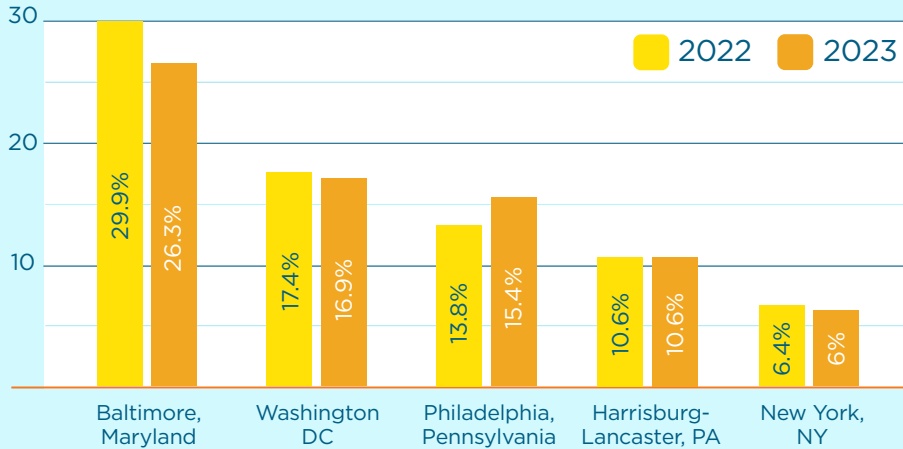
[ococean.com](http://ococean.com)

## JANUARY 2023

DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT

## OCEAN CITY VISITOR PROFILE

This visitor device must spend a minimum of 2 hours in Ocean City and visit one of the 283 points of interest Zartico mapped out in Ocean City.



**DEC ROOM TAX: +48.33%**

**\$378,359**

2022 Tax Collection: **\$255,084**

**DEC FOOD TAX: -32.46%**

**\$44,358.25**

2022 Tax Collection: **\$65,673.40**



## TOURISM TAXES

Rental of hotel, motel or any short term rental is subject to the Worcester County 5% Room Tax. The food and beverage tax is one-half percent (.5%) of the taxable price of the sale of food and beverages. These taxes are collected by Worcester County and later remitted to Ocean City.



**HOTEL OCCUPANCY**

**31.0%**

in 2022

**31.1%**  
in 2021



**SHORT TERM OCCUPANCY**

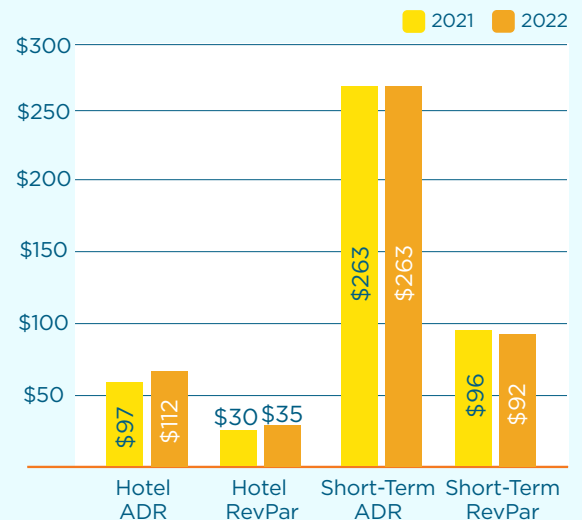
**35.0%**

in 2022

**36.0%**  
in 2021

## DEC 2022 LODGING PERFORMANCE

OC saw a 2% change in occupancy.



**ADR:** Average Daily Rate

**RevPar:** Revenue per Available Room

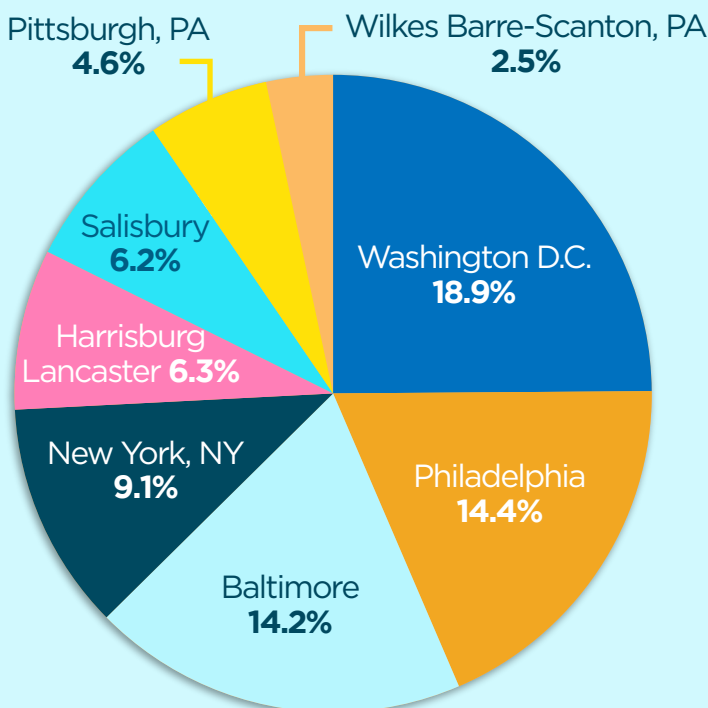
## DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT

Ocean City uses Zartico to uncover intelligence and insights into visitor movement. This data assists Ocean City's Tourism and Business Development Department in better understanding and anticipating where, when and how people move throughout a destination. The monthly visitor profile uses near data to capture visitor flow. Near data is anonymized mobile location data representing, on average, 5% of all visitor devices. A visitor is defined as a device with a home OR work location (to exclude commuters) more than 30 miles from Ocean City.



## OCEAN CITY MARKETING SUMMARY

Where are our organic website visits coming from?\*



\*Top 8 Visitor DMA's shown

## 2022 CAMPAIGN RECAP

Our "ENJOY" Campaign ran successfully between April - Dec 2022

Overall Delivery  
**297 MIL+  
IMPRESSIONS**

Display & Digital  
being the majority at  
218+ Million

**0.27%  
SOCIAL CTR**  
From over 206K  
total clicks,  
generating over 77  
Million impressions.

Paid Search generated  
**38% CONVERSION RATE**  
from **368.8K**  
at only \$1.22 per click,  
well below the industry  
average cost-per-click



Broadcasting in the highest indexing zipcodes in Ocean City's primary DMA's delivered **over 58 million impressions** from running 13 weeks.

Ocean City was published in 15 magazines which was circulated to over **1.9 million people**.

Digital Out of Home Ads produced over **59 million total impressions**.



WEB SESSIONS

**89,005**



SESSION DURATION

**1:44 SECS**



NEW USERS

**67,957**

## TOP LOCATIONS

	2023	2022
<b>BOARDWALK</b>	<b>37.0%</b>	<b>19.5%</b>
<b>BEACH NORTH</b>	<b>26.6%</b>	<b>6.1%</b>
<b>BEACH SOUTH</b>	<b>23.6%</b>	<b>16.2%</b>
<b>INLET LOT</b>	<b>10.4%</b>	<b>15.6%</b>
<b>NORTHSIDE PARK</b>	<b>4.1%</b>	<b>11.5%</b>
<b>RIPLEY'S</b>	<b>4.1%</b>	<b>3.2%</b>
<b>TRIMPER'S RIDES</b>	<b>2.7%</b>	<b>8.0%</b>
<b>MARTY'S PLAYLAND</b>	<b>2.6%</b>	<b>4.1%</b>

## TOP SOCIAL POST



**REACH**

**283.3K Views**

**ENGAGEMENT**

**1.3K+ Likes**

**3.5K+ Engagements**

**334 Comments**

## DEPARTMENT OF TOURISM & BUSINESS DEVELOPMENT

Ocean City's "Enjoy" Campaign encourages visitors to Lighten Up. Live it Up. And ENJOY OCMD! Our marketing plan concentrates on seven primary markets, making up 78% of Ocean City's total visitation. We also pursue high-propensity audiences wherever they are within a wider radius. This information is driven by intent data, interest in OC and competitive beach destinations, and content consumption that would indicate vacation planning mindset. Our campaign tactics (from paid social to streaming video) target new and returning visitors, while also developing a proprietary market model to establish priority and regional markets.